

**WHAT IS CLAIMED IS:**

1. A cupholder comprising:

at least one cavity for holding a container, said cavity having a curved inner wall;  
at least one holding extension extending inwardly toward a center of said cavity  
from said inner wall; and

5 first and second gripping flanges extending inwardly from said at least one holding extension, said first and second gripping flanges having respective first and second gripping points at lower ends thereof for gripping a container inserted into said cavity.

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2. The cupholder of claim 1 wherein each of said gripping flanges comprises an inner facet and an outer facet.

15 3. The cupholder of claim 2 wherein said inner and outer facets of said gripping flanges meet at a facet interface joining said first and second gripping flanges along an upper end thereof.

4. The cupholder of claim 1 further comprising a cut-out area below said first and second gripping flanges for accepting a lower rim of a cup therein.

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5. The cupholder of claim 2 wherein said inner facets of said first and second gripping flanges meet at a parabolic junction along a top end thereof.

25 6. The cupholder of claim 1 wherein said at least one cavity has a frusto-conical shape extending from a cavity mouth at a top end of said cavity to a cavity base at a bottom end of said cavity.

7. The cupholder of claim 6 wherein said cavity base comprises a raised portion having rim gripping regions.

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8. The cupholder of claim 1 being constructed of molded fiber material.

9. A cupholder comprising:  
a plurality of cup-holding cavities, each of said cavities having an inner wall  
extending in a frusto-conical shape from a cavity mouth to a cavity base, said  
cavity base being narrower than said cavity mouth;  
each of said cup-holding cavities having a plurality of holding extensions  
extending inwardly toward centers of said cavities, each of said holding  
extensions having first and second gripping flanges extending inwardly into said  
cup-holding cavities;  
inner and outer facets on said gripping flanges meeting at facet interfaces adapted  
to contact containers inserted into said cavities; and  
first and second gripping points extending inwardly toward each other at bottom  
ends of paired ones of said gripping flanges.

10. The cupholder of claim 9 wherein said gripping points are adapted to provide a  
gripping force toward each other when a container is inserted into one of said cavities.

11. The cupholder of claim 9 being constructed of molded fiber material.

12. The cupholder of claim 9 wherein each of said cavity bases is provided with a  
raised portion therein, said raised portions comprising cup rim gripping regions adapted  
to contact lower rims of cups inserted into said cavities.

13. The cupholder of claim 12 wherein said rim gripping regions comprise rim  
support regions adapted to contact inner edges of lower rims of cups inserted into said  
cavities.

14. The cupholder of claim 12 wherein said raised portions of said cavity bases and  
said gripping flanges of said holding extensions oppose each other across rim gripping  
regions adapted to secure a cup within said cupholder.

15. A cupholder cavity comprising:

a cavity mouth;

a cavity base below said cavity mouth, said cavity base having a smaller diameter than said cavity mouth;

5 a plurality of holding extensions extending inwardly toward a center of said cavity;

a plurality of outwardly-curved walls positioned between adjacent ones of said holding extensions, said outwardly curving walls being arrayed in a frusto-conical shape between said cavity mouth and said cavity base;

10 first and second gripping flanges extending inwardly from each of said holding extensions, each of said first and second gripping flanges having an inner facet and an outer facet, said inner and outer facets meeting at facet interfaces; and

junction regions at upper portions of said holding extensions where said inner facets of said gripping flanges meet.

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16. The cupholder cavity of claim 15 wherein each of said gripping flanges terminates at a lower edge thereof at a gripping point such that two gripping points in each of said holding extensions oppose each other toward a lower end of each of said holding extensions.

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17. The cupholder cavity of claim 15 further comprising a raised portion in said cavity base, at least a portion of said raised portion of said cavity base being adapted to contact an inner lower rim of a container inserted into said cupholder.

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18. The cupholder cavity of claim 15 wherein each of said holding extensions terminates at a lower end thereof at a cut-out area, said gripping flanges being moveable outwardly above said cut-out areas.

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19. The cupholder cavity of claim 16 wherein said gripping points are adapted to provide a gripping force on a lower edge of a container inserted into said cavity.

20. The cupholder cavity of claim 15 wherein said holding extensions number three and said holding extensions are spaced approximately equidistantly from adjacent ones of said holding extensions within said cavity.